IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 09/688,694 Confirmation No.: 2049

Applicant : Christopher R. Lefebvre et al.

Filed: October 17, 2000

Title : Method and System for Retaining Customer Loyalty

TC/Art Unit : 3622

Examiner: : Khanh H. Le

Docket No. : 47004.000062

Customer No. : 21967

MAIL STOP AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

RESPONSIVE AMENDMENT UNDER 37 C.F.R. § 1.111

Sir:

Responsive to the Office Action mailed April 17, 2006, please amend the abovecaptioned application as set forth below.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.